



Something Special *from* Wisconsin™ Membership Period Open

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MADISON – It's that time of year again for your company to become Something Special *from* Wisconsin™. Something Special *from* Wisconsin™ members receive exclusive benefits including use of the recognizable trademark on their products, access to member-only events and additional publicity in program marketing activities. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies to renew or join the Something Special *from* Wisconsin™ program now during this open membership period and be part of these special promotions.

"The Something Special *from* Wisconsin™ red and yellow trademark is well-known, representing quality. Something Special *from* Wisconsin™ members certify that at least 50% of a product's ingredients, production or processing is from our state," said Mike Powers, DATCP's Administrator of Agricultural Development. "Something Special *from* Wisconsin™ is more than branding and offers additional market development services to members to increase product visibility and sales."

Over 400 companies are currently Something Special *from* Wisconsin™ members. Examples of some current Something Special *from* Wisconsin™ products include foods, personal care items and furniture. Apply for membership or renew an existing one online at

http://datcp.wi.gov/Business/Something_Special_from_Wisconsin.

Later this fall, Something Special *from* Wisconsin™ members will have the opportunity to exhibit at the Wisconsin Local Food Expo on September 18, Wisconsin Grocers Association Expo on September 25-26 and the Isthmus Food & Wine Festival on October 19-20. Members will receive discounted rates and a prime location with other Something Special *from* Wisconsin™ members.

"The Wisconsin Local Food Expo, Wisconsin Grocers Association and the Isthmus Food & Wine Festival are a great chance to meet with numerous prospective buyers from restaurants, retailers, distributors and consumers in one place," said Lois Federman, DATCP's Something Special *from* Wisconsin™ Program Manager. "By renewing your membership or joining now, you will also have the opportunity to have your products promoted by Alice in Dairyland during her annual Something Special *from* Wisconsin™ holiday media campaign."

Something Special *from* Wisconsin™ companies are featured throughout the year in numerous media stories and radio advertisements. A special listing of all Something Special *from* Wisconsin™ companies, sortable by company name or category type, is available online.

For more information about Something Special *from* Wisconsin™, contact datcpssfw@wisconsin.gov. You can also connect with Something Special *from* Wisconsin™ on [Facebook](#) and [Twitter](#).

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